

ORDER



Orders
Order / Rev: 683502
Alt Order #: 06142974
Product Desc: KAINE FOR SENATE
Estimate: 11103
Flight Dates: 10/22/12 - 10/28/12
Original Date / Rev: 10/28/12 / 10/28/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Media Strategies
Buying Contact:
Billing Contact:
 11350 Randon Hills Road, Suite 670
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Kaine, T/D/Sen/VA
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	69	\$141,900.00	\$120,615.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	69	\$141,900.00	\$120,615.00	0.00
Totals	69	\$141,900.00	\$120,615.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	10/22/12	10/26/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			5		\$450.00		0.00				
2	WUSA	10/22/12	10/26/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	MTWTF--	:30	5	\$800.00	P-1	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			5		\$800.00		0.00				
3	WUSA	10/22/12	10/26/12	CBS This Morning CBS This Morning	CM	7-9a	MTWTF--	:30	5	\$400.00	P-1	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			5		\$400.00		0.00				
4	WUSA	10/27/12	10/27/12	8-10a Sa CBS This Morning CBS This Morning: Saturday	CM	8-10AM	-----S-	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-			1		\$300.00		0.00				
5	WUSA	10/26/12	10/26/12	10-11a Let's Make a Deal	CM	10-11a	----F--	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	----F--			1		\$1,000.00		0.00				
6	WUSA	10/23/12	10/25/12	Price Is Right The Price is Right	CM	11a-12p	-T-T---	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-T-T---			2		\$1,500.00		0.00				

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Advertiser: Kaine,T/D/Sen/VA
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 Estimate: 11103

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WUSA	10/24/12	10/26/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	--W-F--	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--W-F--		2				\$1,500.00		0.00			
8	WUSA	10/22/12	10/23/12	DT Soaps	CM	1230-3p (12:30 PM-3:00 PM)	MT-----	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	MT-----		2				\$1,500.00		0.00			
10	WUSA	10/23/12	10/25/12	3-4p The Doctors	CM	3-4p	-T-T---	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-T-T---		2				\$500.00		0.00			
11	WUSA	10/22/12	10/26/12	4-5p Dr. Phil	CM	4-5p	M-W-F--	:30	3	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	M-W-F--		3				\$1,200.00		0.00			
12	WUSA	10/22/12	10/26/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MTWTF--	:30	10	\$1,200.00	P-1	0.00	NM	10	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTWTF--		10				\$1,200.00		0.00			
13	WUSA	10/22/12	10/26/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MTWTF--	:30	5	\$1,500.00	P-1	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTWTF--		5				\$1,500.00		0.00			
14	WUSA	10/22/12	10/26/12	CBS Evening News CBS Evening News	CM	630-7p	MTWTF--	:30	2	\$3,500.00	P-2	0.00	NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTWTF--		2				\$3,500.00		0.00			
15	WUSA	10/22/12	10/26/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	MTWTF--	:30	5	\$1,500.00	P-1	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTWTF--		5				\$1,500.00		0.00			
20	WUSA	10/22/12	10/26/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	M-WTF--	:30	3	\$3,000.00	P-1	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	M-WTF--		3				\$3,000.00		0.00			
22	WUSA	10/23/12	10/23/12	Tue Prime B NCIS: Los Angeles	CM	9-10P	-T-----	:30	1	\$14,000.00	P-2	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-T-----		1				\$14,000.00		0.00			
23	WUSA	10/24/12	10/24/12	Wed Prime C CSI: Crime Scene Investigation (10:00 PM-11:00 PM)	CM	10-11P	--W----	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--W----		1				\$7,000.00		0.00			
24	WUSA	10/25/12	10/25/12	Thu Prime B Person of Interest	CM	9-10P	---T---	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	---T---		1				\$10,000.00		0.00			
25	WUSA	10/26/12	10/26/12	Fri Prime C Blue Bloods	CM	10-11P	----F--	:30	1	\$14,000.00	P-1	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----F--		1				\$14,000.00		0.00			
26	WUSA	10/27/12	10/27/12	Sat Prime B Crimetime Saturday	CM	9-10P	-----S-	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1				\$4,000.00		0.00			
28	WUSA	10/22/12	10/26/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	MTWTF--	:30	5	\$2,500.00	P-2	0.00	NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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28	WUSA	10/22/12	10/26/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	MTWTF--	:30	5	\$2,500.00	P-2	0.00	NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	MTWTF--		5			\$2,500.00		0.00				
29	WUSA	10/27/12	10/27/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-----S-	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S-		1			\$2,500.00		0.00				
30	WUSA	10/28/12	10/28/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S		1			\$2,500.00		0.00				
31	WUSA	10/22/12	10/25/12	Letterman Late Night with David Letterman	CM	1135P-1237A	MT-T---	:30	3	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	MT-T---		3			\$900.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	3	WUSA	10/22/12-10/28/12	Letterman		1135P-1237A	MT-Th-----	:30		(\$900.00)		0.00	NM		
	See MG 31.4,31.5 [Late political w/higher rates/priorities]														
32	WUSA	10/27/12	10/27/12	LF 1135p-1235a Criminal Minds	CM	1135P-1235A	-----S-	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S-		1			\$450.00		0.00				
33	WUSA	10/28/12	10/28/12	Sun Prime D The Mentalist	CM	10-11P	-----S	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S		1			\$7,000.00		0.00				
Totals													69	\$141,900.00	